



**A Time to Remember.  
A Time to Prepare.**

## **National Preparedness Month (NPM) 2011 Webinar**

**June 22, 2011**

**Presented by FEMA, the *Ready*  
Campaign, and Citizen Corps**



**FEMA**

**NATIONAL PREPAREDNESS MONTH**

September 2011 | **ready.gov**



# Agenda

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- **Introduction**
  - FEMA and NPM (Darryl Madden, Chris Bernstein)
  - NPM Sponsors (*Ready* Campaign and Citizen Corps)
- **2011 NPM Campaign**
  - History of NPM
  - 2010 Campaign Results
  - 2011 Theme and Goals
- **Role of Coalition Members**
  - How Coalition Members Support NPM Goals
  - Toolkit Walkthrough
  - Coalition Member Success Stories
  - Benefits of Being a Coalition Member
  - How to Register and Find More Information
- **Questions**



## Speakers

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- **Craig Fugate, FEMA Administrator**
- **Darryl Madden, Director, *Ready* Campaign - Introduction**
- **Paulette Aniskoff, Director of Individual & Community Preparedness**
- **Mark Benthien, Director of Communication, Education, and Outreach  
Southern California Earthquake Center**
- **Chris Bernstein, *Ready* Campaign - Moderator**



## Introduction to National Preparedness Month (NPM)

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- National Preparedness Month is a month-long awareness and activism campaign occurring every September to improve the preparedness of our nation
- Sponsored by FEMA's Ready Campaign and Citizen Corps, National Preparedness Month is a federally recognized awareness campaign
- National Preparedness Month focuses on inspiring individuals, families, businesses, and organizations to take meaningful action to make themselves and their communities more prepared
- Organizations may support National Preparedness Month by signing up as National Preparedness Month Coalition Members



## History of NPM

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- The terrorist attacks of September 11<sup>th</sup> highlighted the need to increase preparedness activities across the nation and improve our ability to respond to and recover from disasters
- FEMA, The *Ready* Campaign, and Citizen Corps founded National Preparedness Month in 2004 as a way to work with organizations across the country to increase preparedness
- Since 2004, National Preparedness Month has enlisted the support of over 10,000 Coalition Members to bring preparedness education and awareness to communities across the United States



## NPM Sponsors: The *Ready* Campaign

- The *Ready* Campaign is a national public service campaign sponsored by FEMA in partnership with The Advertising Council
- *Ready* educates and empowers Americans to prepare for and respond to all hazards, including natural disasters and potential terrorist attacks
- *Ready*'s goal is to actively involve Americans in preparedness activities and ultimately increase our nation's ability to respond to disasters

### *Ready* Components

*Ready Business /  
Listo Negocios*

*Ready America /  
Listo America*

*Ready Kids /  
Listo Niños*

- Pet Owners
- Older Americans
- Individuals with Disabilities and Other Access and Functional Needs
- Military Families



## Last Year's NPM Results

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The 2010 National Preparedness Month Campaign achieved record results, results that we hope to improve upon in 2011. 2010 results include:

- 4,859 organizations joined National Preparedness Month 2010 as Coalition Members, an 80% increase from 2009 and the largest support for National Preparedness Month to date
- The U.S House of Representatives and the U.S. Senate passed Resolution #1618 and Resolution #625 respectively, proclaiming September as National Preparedness Month
- President Obama, the U.S. Army, 25 states, and countless counties and cities issued proclamations urging all Americans to better prepare their families and communities
- Coalition Members posted more than 700 events on the National Preparedness Month calendar, leading activities that encouraged their communities to take specific steps towards preparedness in every State and Territory



# 2011 NPM Campaign



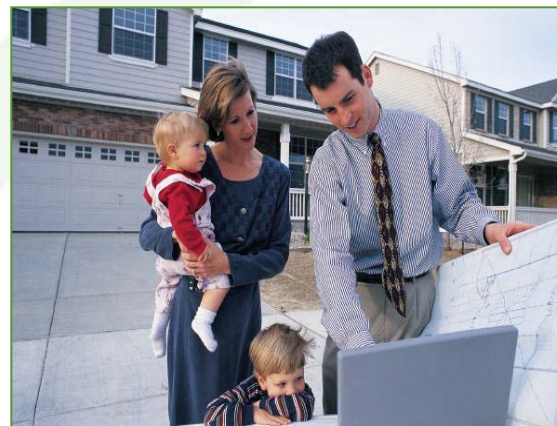
## 2011 NPM Theme

In recognition of the 10<sup>th</sup> anniversary of the attacks of September 11<sup>th</sup>, this year's National Preparedness Month theme is "A Time to Remember. A Time to Prepare." – a call to action urging our communities to remember the disasters of our past while preparing for the disasters in our future. Although September 11<sup>th</sup> is a prominent part of National Preparedness Month 2011, it is important to stress that preparedness is for ALL hazards, both natural and man-made.

### A Time to Remember.



### A Time to Prepare.





## 2011 NPM Goals

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We want this year's National Preparedness Month to be as record-breaking as last year. For that reason we set the following goals:

- Break all previous year's Coalition Member figures by registering at least 5,000 organizations to support National Preparedness Month 2011.
- Register at least 2,500 new Coalition Members.
- Host more than 1,000 preparedness events throughout the country. This year's updated calendar will help Coalition Members coordinate events and share best practices and tips
- Inspire every State & Territory to proclaim September 2011 as National Preparedness Month
- Reach at least 1 million individuals with Coalition Member activities.

You can help meet these goals by signing up as a Coalition Member and reaching out to your communities—with your support we can significantly impact the preparedness of our nation.



## Whole Community

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**“We know of the great capacity of individuals to care for their families, friends, neighbors and fellow community members, making our citizens force multipliers rather than liabilities. Together, we make up the whole community, and we all have an important role to play. We must engage all of our societal capacity, both within and beyond FEMA, to work together as a team. Through engaging the “Whole Community,” we maximize our limited funding and leverage the capabilities of our partners, who play a critical role in the process.”**

- - Testimony of Administrator Craig Fugate, Federal Emergency Management Agency, before the House Appropriations Committee, Subcommittee on Homeland Security, "FEMA FY 2012 Budget Hearing" April 6, 2011



## Local Involvement: Citizen Corps and CERT

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- Citizen Corps brings together government and community leaders to involve citizens in all-hazards emergency preparedness and resilience
- Citizen Corps carries out its strategy through a national network of state, local, and tribal Citizen Corps Councils that build on community strengths to implement preparedness programs and unite communities
- Citizen Corps is coordinated nationally by the Department of Homeland Security's Federal Emergency Management Agency (FEMA)
- The Community Emergency Response Team (CERT) Program educates people about disaster preparedness for hazards that may impact their area and trains them in basic disaster response skills, such as fire safety, light search and rescue, team organization, and disaster medical operations.



# Individuals Rely on Their Community in a Disaster

Individuals look for help from the following in the first 72 hours:

- Household Members 70%
- Fire, Police, Emergency Personnel 61%
- People in my Neighborhood 49%
- Nonprofit Organizations 42%
- Faith-Based Community 39%
- Government Agencies 36%



## Citizen Corps Research – Select Findings

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- Connection to community is key in motivating individuals to prepare, to enroll in training, and to volunteer
- Most individuals do not believe their communities will ever be affected by any type of disaster, but an awareness of vulnerabilities to natural disasters motivates individuals to prepare
- The perception that preparing will make a difference in an individual's confidence and ability to respond to a disaster is an accurate predictor of level of preparedness

Personal Preparedness in America, Findings from the 2009 Citizen Corps National Survey.  
[https://www.citizencorps.gov/downloads/pdf/ready/2009\\_Citizen\\_Corps\\_National\\_Survey\\_Findings.pdf](https://www.citizencorps.gov/downloads/pdf/ready/2009_Citizen_Corps_National_Survey_Findings.pdf)



## Research-based Recommendations for Preparedness Outreach

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National Preparedness Month messaging should:

- Stress that preparedness is a shared responsibility
- Strengthen the belief that everyone can become better prepared
- Improve confidence through practice and drills in multiple locations
- Leverage social networks and the concept of mutual support
- Couple a national voice with local, community-specific information



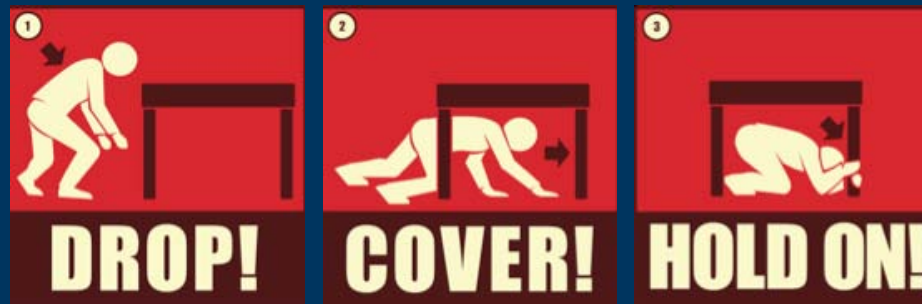
Shake  
Out™



# What is The ShakeOut?

The ShakeOut is an annual earthquake drill on the third Thursday of October (West Coast) and in February (Central U.S.), when...

Millions of people practice



Register today at [ShakeOut.org/regions!](https://ShakeOut.org/regions!)



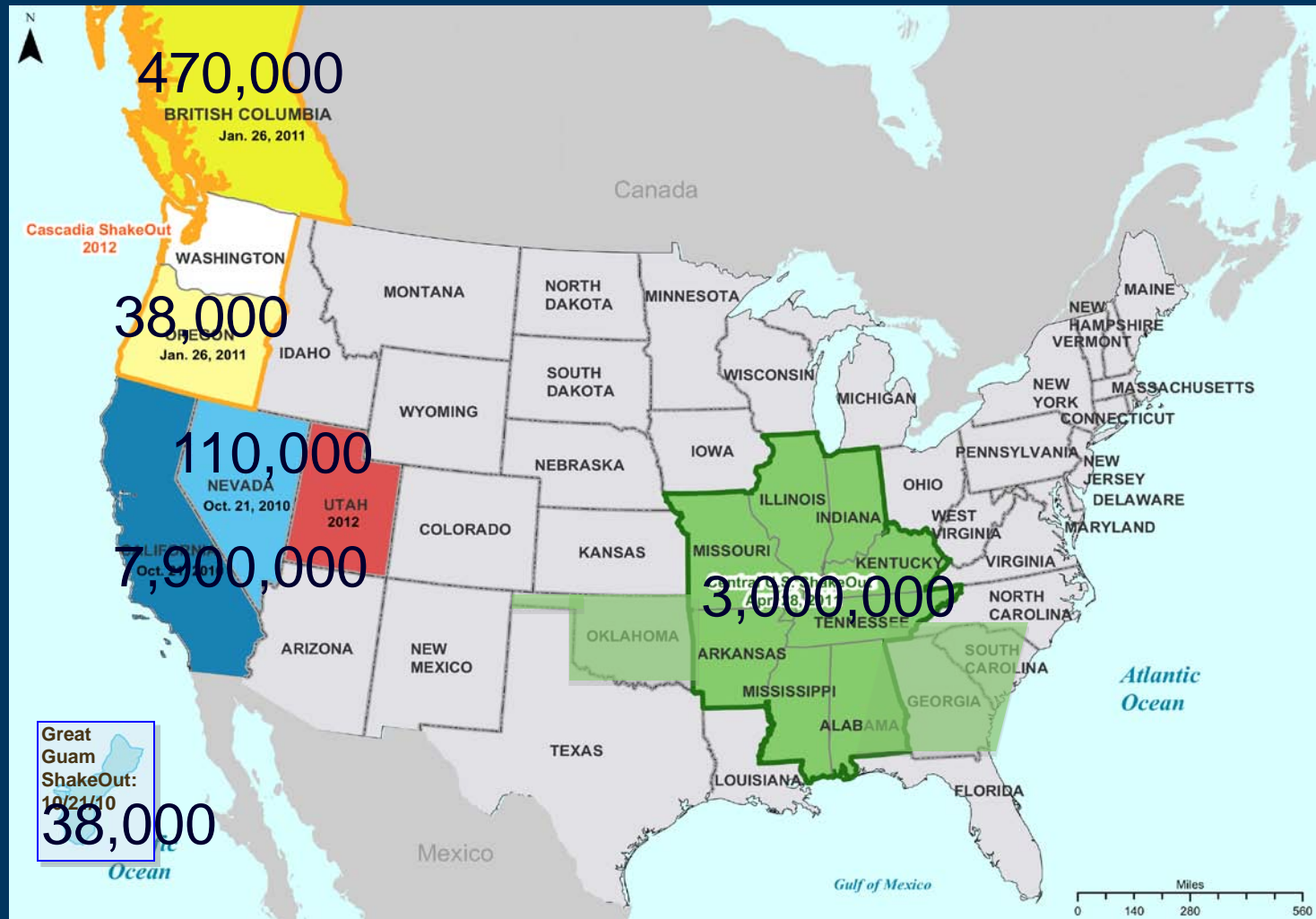
# Protect Yourself During Earthquakes



- If inside, stay inside!
- If outside, stay outside!
- **Drop** to the floor
  - before the earthquake drops you!
- **Take Cover**
  - under a sturdy desk or table
  - Or get down next to a wall and cover your head with your arms
- **Hold On** to it firmly
  - Be ready to move with it until the shaking stops.

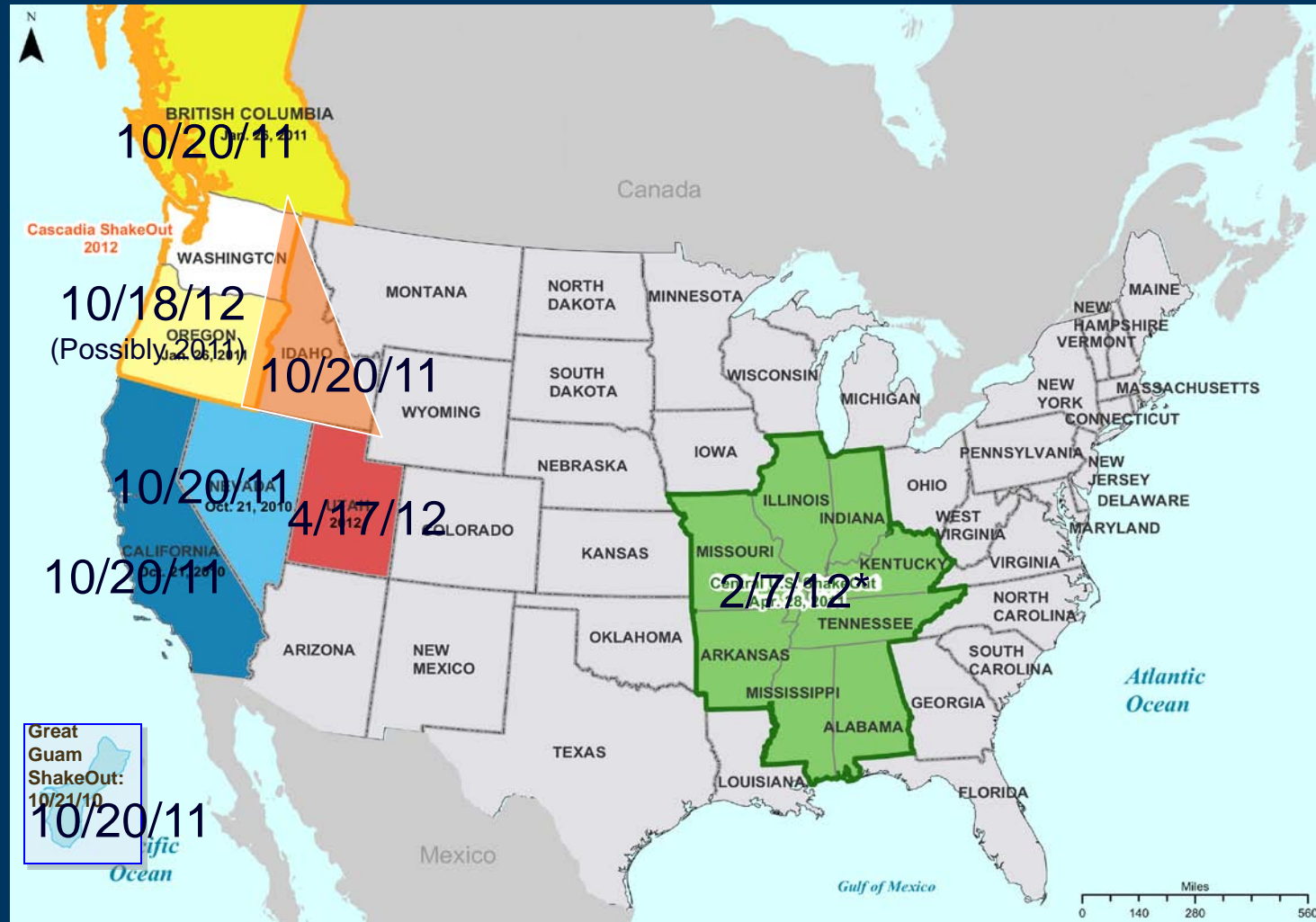


# ShakeOut Regions 2010-2011





# ShakeOut Regions 2011-2012



Register today at [ShakeOut.org/regions!](http://ShakeOut.org/regions!)



# What is The ShakeOut... Really

The ShakeOut inspires discussion (about earthquakes) and taking action as individuals, organizations & communities

Millions of *other* people see & discuss:





# Key ShakeOut Elements

- Public and Private Partners
  - Working together in a unified effort and common understanding
- A Whole Community approach
  - Customized information for over 20 categories of participants
- ShakeOut.org website
  - Online registration and listing of participants
  - Instructions for many types of organizations
- ShakeOut Drill Manuals
  - Schools, Businesses, Organizations, and Government Agencies
  - Multiple levels of drills (simple to advanced)
- School drill resources, take home materials, class curricula
- Facebook, Twitter, videos, games, and other interactive elements
- Drill Broadcasts (audio and video narrated instructions)
- Radio, TV, and print advertising and PSAs
- Comprehensive news media resources and coordination





Welcome to the new ShakeOut statewide website!

▼ VER EN ESPAÑOL ▼

SEARCH:

GO

Be a Part of the ShakeOut  
**Register Now!**  
[Log in](#)

**Home**

**The Drill**

**Resources**

**News and Events**

**Media Center**

**ShakeOut Partners**

**Contact Us**

## GET READY TO SHAKEOUT!

At 10:15 a.m. on October 15, 2009, over 6.9 million Californians participated in the largest [earthquake drill](#) ever!

The purpose of the ShakeOut is to practice how to protect ourselves during earthquakes, and to get prepared at work, school, and home.



Now that you've done the drill, [share your ShakeOut photos and stories!](#)

## ANNOUNCEMENTS

[Ver en Español](#)

Did you participate, but weren't registered? Please [register now](#).

[Share your ShakeOut stories and photos](#)

[ShakeOut E-mail Updates](#)

## QUICK LINKS

First step: [Register](#)

How to Participate:

Select your category...

Earthquake Hazards In Your Area:

Select your area...

What's Happening In Your County?

Select your county...

[FAQ: Frequently Asked Questions](#)

## INTERACTIVE MAP

**6.9 million**  
Participants, and Counting!

Click the map for details about each area



## LEARN & PLAY

**PLAY BEAT THE QUAKE**



**QUAKE QUIZ**

Share the ShakeOut:

Email | [facebook](#) | [twitter](#)

**Are You Ready?**



PREPARE — PROTECT — RECOVER





# www.ShakeOut.org/bayarea (example)

## SHAKEOUT PARTICIPANTS FOR BAY AREA

Category	Registrants	Participants*
Total:		305,301
Individuals/Families	160	461
<a href="#">Schools</a>	114	225,943
<a href="#">Colleges/Universities</a>	7	59,296
<a href="#">Businesses</a>	40	3,570
<a href="#">Local Government Agencies</a>	27	9,078
<a href="#">State Government Agencies</a>	2	40
<a href="#">Federal Government Agencies</a>	2	58
<a href="#">Tribes and Rancherias</a>	0	0
<a href="#">Media</a>	0	0
<a href="#">Museums, Libraries, Parks, etc.</a>	3	225
<a href="#">Science/Preparedness Organizations</a>	1	140
<a href="#">Non-profit Organizations</a>	23	1,393
<a href="#">Faith-based Organizations</a>	0	0
<a href="#">Service/Membership Organizations</a>	0	0
<a href="#">Communications</a>	0	0
<a href="#">HOA/Retirement Communities</a>	1	30
<a href="#">Neighborhood Groups</a>	2	20
<a href="#">CERT Groups</a>	3	470
<a href="#">Scouting Organizations</a>	0	0
<a href="#">Medical Facilities</a>	8	3,011
<a href="#">Childrens Centers and Daycare</a>	1	14
<a href="#">Other</a>	6	1,562

## PARTICIPANTS (2010) FOR BAY AREA: BUSINESSES

There are 40 businesses registered in [Bay Area](#) for ShakeOut 2010, with a total of 3,570 participants.

The following registrants agreed to be listed on this website when they registered. [View all groups.](#)

[AMEC E&E](#), Oakland Office, Oakland  
[Arthur J. Gallagher & Co Insurance Brokers of CA](#), San Francisco  
[Aston Pereira & Associates](#), San Francisco  
[bebe Store Inc](#), Risk Management, Brisbane  
[California Safety Management](#), El Sobrante  
[CSW/Stuber-Stroeh Engineering Group, Inc.](#), Novato  
[DOER Marine Operations](#), Alameda  
[EMS Solutions](#), BCP, San Francisco  
[EXP Pharmaceutical Services Corp](#), Fremont  
[First Bank](#), Walnut Creek Retail Office, Walnut Creek  
[Hologic, Inc.](#), Santa Clara Office, Santa Clara  
[Hologic, Inc.](#), Sunnyvale Office, Sunnyvale  
[Johnson & Johnson](#), Livermore  
[Kleinfelder](#), Hayward Operations, Hayward  
[Matheson Tri-Gas](#), Global Helium, Newark  
[Pixar Animation Studios](#), Safety and Security, Emeryville  
[Praxair, Inc.](#), Distribution, Operations, and Safety, Pittsburg  
[Providence House](#), Oakland  
[San Jose Water Company](#), Office of Emergency Services, San Jose  
[Semano Inc](#), facilities, Hayward  
[Silverman & Light](#), Emeryville  
[Spicers Paper](#), Operations, Union City  
[State Farm Insurance](#), Ken Bullock Agency, OAKLAND  
[Swirl](#), San Francisco  
[Veolia Water - Discovery Bay Project](#), Discovery Bay  
[Veolia Water North America](#), Pleasant Hill  
[Veolia Water North America](#), Burlingame  
[Veolia Water North America](#), Novato  
[Veolia Water North America](#), Richmond  
[Verco Decking Inc](#), Production, Antioch  
[Wagstaffe & Wagstaffe](#), Redwood city  
[Westinghouse Electric Company LLC](#), Nuclear Engineering Services, San Jose  
[Winzler & Kelly](#), Santa Rosa



# ShakeOut Flyers, Web Banners, etc.

Get Ready to Shake Out.

10.15.09  
Register Now at  
[www.shakeout.org](http://www.shakeout.org)

The Great California  
**Shake Out**



**Shake Out** The Great California ShakeOut  
Annual Statewide Earthquake Drill

**Individuals and Families**  
Get Ready to ShakeOut!

At 10:15 a.m. on October 15, 2009, millions of Californians will "Drop, Cover, and Hold On" in the Great California ShakeOut, the largest earthquake drill ever. All businesses are encouraged to participate in the drill for a more realistic warning.

Major earthquakes can happen anywhere you work, live, or travel in California. The ShakeOut is our chance to practice how to protect ourselves and for everyone to become prepared. The goal is to prevent disasters from becoming catastrophes.

Why is a "Drop, Cover, and Hold On" drill important? As with anything, it is not easy to stay prepared often. This may only have seconds to protect yourself in an earthquake before strong shaking knocks you down, or something falls on you.

Nearly 6.5 million Southern Californians participated in the 2008 ShakeOut. Now nationwide, the Great California ShakeOut will be held on the third Thursday of October each year.

Businesses can participate! Individuals, families, businesses, schools, government agencies and organizations are all invited to register.

As a registered ShakeOut participant you will:

- Learn what you can do to get prepared
- Be included in the largest earthquake drill ever

USGS S&C C&E CEA

**Shake Out** The Great California ShakeOut  
Annual Statewide Earthquake Drill

**Businesses**  
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USGS S&C C&E CEA

**HOW TO PARTICIPATE**

Here are a few suggestions for what businesses can do to participate in the ShakeOut. More information and resources can be found at [ShakeOut.org/business](http://ShakeOut.org/business).

**Plan Your Drill**

- Register at [www.ShakeOut.org/business](http://www.ShakeOut.org/business). To be included in the ShakeOut list, get email updates, and more.
- Have a "Drop, Cover, and Hold On" drill at 10:15 a.m. on October 15. You can also exercise other aspects of your emergency plan.
- Discuss what you learned and make improvements.

**Get Prepared for Earthquakes**

- Check your emergency supplies and equipment; make sure they are accessible and functional.
- Ask departments to inspect facilities for items that might fall and secure heavy and secure them.
- Encourage employees to prepare at home.
- Practice fire drill and earthquake training for staff.

**Where the ShakeOut**

- Encourage employees to ask their friends, families and neighbors to register.
- Ask companies or other businesses to participate.
- Prayer, fire, and other materials for protecting the historical and cultural landmarks.
- Share your experience at [www.shakeout.org/diary](http://www.shakeout.org/diary).

**DROPI COVER! HOLD ON!**

What will YOU be doing at 10:15 a.m. on  
**THURSDAY OCTOBER 15, 2009?**

The Great California  
**Shake Out!!**

Join millions of Californians who will  
**Drop, Cover and Hold On!**

Why? Earthquakes can shake the state at any time, and this is our chance to practice what to do to be safe.  
**Learn more at [Shakeout.org](http://Shakeout.org)**

ShakeOut.org

**Shake Out.** October 15, 2009

**Don't Freak Out.**

The Great California  
**Shake Out**

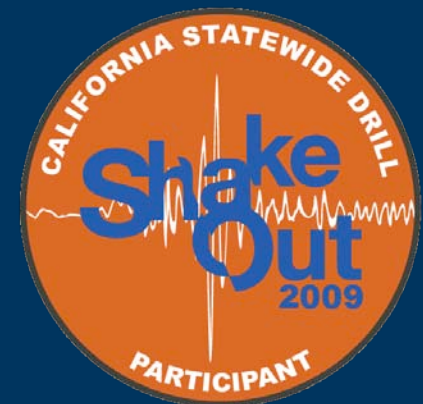
[www.shakeout.org](http://www.shakeout.org)

Putting down roots in earthquake country

**Shake Out 2009**

Includes the Great Shake to Earthquake Safety!

Produced and distributed by:  
S&C CEA USGS



The Great California  
**Shake Out**

**GET PREPARED!**  
EARTHQUAKE DRILL  
10/15 at 10:15 AM

**REGISTER**

**TIME REMAINING:**  
YEAR MONTH DAY HOUR MIN SEC  
COUNTDOWN COMPLETED : 00

CEA CALIFORNIA EARTHQUAKE AUTHORITY







# ShakeOut Contacts

- All regions: info@shakeout.org
- California: Mark Benthien benthien@scec.org
- Nevada: Graham Kent gkent@unr.edu
- Guam: Edeine Camacho edeine.camacho@ghs.guam.gov
- Idaho: Heidi Novich hnovich@bhs.idaho.gov
- Oregon: Althea Rizzo Althea.Rizzo@state.or.us
- British Columbia: Rob Johns rjohns@victoria.ca
- Central US: Brian Blake bblake@cusec.org
  - 2012: Alabama, Arkansas, Illinois, Indiana, Kentucky, Mississippi, Missouri, Tennessee
  - 2011: Georgia, Oklahoma, and South Carolina also participated
- Utah: Joseph Dougherty jdougherty@utah.gov

Register today at [ShakeOut.org/regions!](http://ShakeOut.org/regions!)



# Role of Coalition Members



## How Coalition Members Support NPM Goals

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During National Preparedness Month, Coalition Members bridge the gap between the government and the public – whether it be by sending an email encouraging preparedness or hosting a preparedness event. In the past Coalition Members have used the following strategies:

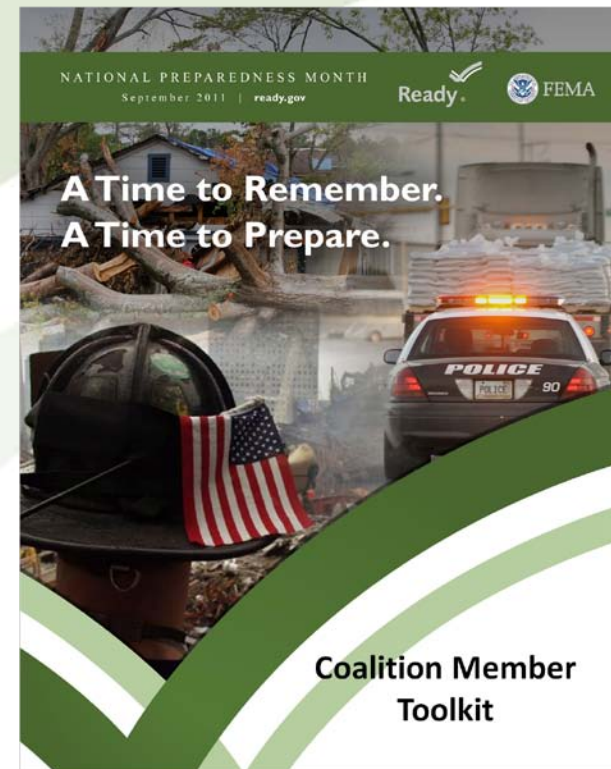
- **Host Events:** Through preparedness activities and events, Coalition Members educate individuals, families, and groups in their communities
- **Spread Awareness:** Whether its newspaper articles, blog posts, posters, events, emails or bill stuffers, Coalition Members play a critical role in spreading disaster preparedness awareness and education
- **Involve the Community:** Coalition Members bring individuals, families, businesses, local government, first responders, and other organizations together to build partnerships and increase community preparedness



## Toolkit Walkthrough

The National Preparedness Month Toolkit is updated every year to provide Coalition Members with relevant information, innovative ideas, and tools they can use to help prepare their communities. This year the Toolkit includes:

- **Background:** Introductory information about National Preparedness Month, The *Ready* Campaign, Citizen Corps, and the preparedness community
- **Outreach Tips and Ideas:** Outreach strategies, tools, and event ideas to help Coalition Markets to specifically engage their target audiences
- **Articles and Social Media Messages:** Sample newspaper and blog articles, tweets and social media postings, and message templates - all of which Coalition Members can use or modify to make outreach that much easier





## Coalition Member Success Stories

In September of last year, NPM Coalition Members organized hundreds of successful events around the country to raise awareness. Some examples include:

- **Illiana Hummer Club:** Illiana Hummer Club's Hummer Emergency Response Team (HERT) and K9 Search and Rescue Team organized a mock search and rescue scenario involving local authorities, first responders, and the public
- **Paolo Alto Citizen Corps:** Conducted a two day earthquake drill involving the Red Cross, local Boy Scout chapters, and other community organizations to increase preparedness education and awareness
- **Retired Senior Volunteer Program (RSVP):** The RSVP of Worcester, Massachusetts hosted two events; they filmed an emergency preparedness game show hosted by mascots from local sporting teams and distributed the recording through Public Access Stations in 18 local towns as well as online, and they hosted a "Bark in the Park" event with the Worcester Tornadoes baseball team to encourage families and pet owners to prepare for emergencies





## Coalition Member Success Stories

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Events are not the only way Coalition Members have contributed to National Preparedness Month. In 2010, many Coalition Members took a different approach:

- Travelers Insurance, Northeast Utilities, and many other Coalition Members distributed preparedness press releases to their media contacts to spread awareness
- Organizations used posters, emails, intranets, and videos to send preparedness messages to employees
- Other organizations linked to Ready.gov through their websites, some using web banners provided in the National Preparedness Month Toolkit

Whichever method works best for you, participation of any type or size helps to make our nation safer, stronger, and more resilient.



## Benefits of Being a Coalition Member

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All it takes to be a 2011 National Preparedness Month Coalition Member is a pledge to promote preparedness to audiences in your community. This pledge comes with a number of benefits:

- Service to your community that contributes to making a safer and better prepared nation
- Better prepares your organization, employees, and customers and leads to quicker recovery after a disaster
- Ability to publicize your commitment in press releases and media
- Recognition on the *Ready* Website for your support of National Preparedness Month 2011



## How to Register and Find More Information

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For more information or to register as a 2011 National Preparedness Month Coalition Member, please visit [www.ready.gov/community](http://www.ready.gov/community)

- In the coming weeks will be rolling out the NPM section of ready.gov which will offer new and improved features to make participation easier than ever.
- Web banners, posters and bill-stuffs will be available soon for use and customization.
- Widgets will be offered to help share this information to your audiences.
- New collaboration features will make working with fellow Coalition Members easier than ever.



<http://www.ready.gov/community>

Questions?

[NPM@fema.gov](mailto:NPM@fema.gov)